

Appl. No. : 09/715,850
Filed : November 17, 2000

AMENDMENTS TO THE CLAIMS

1. (Canceled)
2. (Canceled)
3. (Canceled)

4. (Currently amended) A method of allowing a first customer of an electronic commerce entity to communicate information related to the first customer's purchases to others, the method comprising;

receiving over a network ~~a customer~~ an authorization by the first customer for permitting at least a second customer to view information on at least a portion of the first customer's purchases, said information identifying at least a first item as having been purchased by the first customer, and including the first customer's review of the first item;

receiving over the network a ~~customer specification as to which customer purchases information may be viewed by the second customer~~ selection made by the first customer of which of a plurality of items purchased by the first customer are to be exposed to the second customer as having been purchased by the first customer; and

providing an electronic notification to the second customer, wherein the notification informs the second customer of the first ~~customer~~ customer's authorization; and

providing the second customer access, on a web site associated with the electronic commerce entity, to said information on at least a portion of the first customer's purchases, including the first customer's review of the first item.

5. (canceled)

6. (Previously presented) The method as defined in Claim 4, wherein the notification is provided in an e-mail message.

7. (Previously presented) The method as defined in Claim 4, wherein the notification is provided on a Web page.

8. (Currently amended) The method as defined in Claim 4, wherein the first ~~customer~~ customer's authorization includes ~~the second customer's~~ an e-mail address of the second customer.

Appl. No. : 09/715,850
Filed : November 17, 2000

9. (Previously presented) The method as defined in Claim 8, further comprising including a one-use token in the notification if the second customer's e-mail address does not match any e-mail addresses stored in a customer database associated with the electronic commerce entity.

10. (Previously presented) The method as defined in Claim 4, wherein the notification includes a link to a page displaying information related to the first customer's purchases.

11. (Currently amended) The method as defined in Claim 4, further comprising allowing notifying at least the second customer, via the web site, of to-view who has received authorization to receive information on the first customer's purchases.

12. (Currently amended) The method as defined in Claim 4, ~~wherein the second customer provides~~ further comprising electronically receiving authorization from the second customer for users who are authorized to view information on at least a portion of the second first customer's purchases to persons who are authorized the first also view information regarding at least some of the second customer's purchases.

13. (Canceled)

14. (Currently amended) The method as defined in Claim 4, further comprising providing a preview to the first customer of the ~~specified purchase~~ information on the first customer's purchases that will be provided accessible to the second customer.

15. (Canceled)

16. (Previously presented) The method as defined in Claim 4, further comprising transacting the first customer's purchases over the network.

17. (Previously presented) The method as defined in Claim 4, further comprising receiving over the network a customer authorization for the second customer to view the first customer's wish list.

18. (Canceled)

19. (Canceled)

20. (Currently amended) The method as defined in Claim 4, further comprising, in response to said authorization, granting the second user access on the web site to allowing the second customer to view the first customer's reviews of items associated with customer purchases that the second customer is authorized to view.

Appl. No. : 09/715,850
Filed : November 17, 2000

21. (Previously presented) The method as defined in Claim 4, further comprising transmitting an electronic form to the first customer listing the first customer's purchases, wherein the first customer uses the form to specify which customer purchases may be viewed by at least the second customer.

22. (Currently amended) The method as defined in Claim 4, further comprising:

receiving a purchase order from the first customer; and

in response to receiving the purchase order, presenting to the first customer an option asking the first customer if the first customer wants to share information related to the purchase order with others.

23-31: (Canceled)

32. (New) A computer-implemented method of privately sharing information related to transaction histories of users, the method comprising;

transmitting at least one electronic form to a computing device for display to a first user, the at least one electronic form identifying a plurality of items ordered by the first user from an electronic catalog, as determined from a transaction record of the first user, and providing functionality for the first user to select, on an item-by-item basis, which of the items to expose to a private group of users as having been ordered by the first user, said private group being definable by the first user;

receiving over a network, from said computing device, at least (a) the first user's designation of at least a first item, of said plurality of items, to expose to the private group of users, and (b) the first user's review of the first item;

receiving, over the network, email addresses supplied by the first user of other users designated by the first user to be included in said private group;

in response to receiving the email addresses supplied by the first user, automatically sending email messages to each of said other users designated by the first user to be included in the private group, said email messages inviting respective email recipients to access private information associated with the first user, and including a link to a web site on which said private information may be accessed; and

controlling user access via the web site to the private information associated with the first user, including at least the first user's review of the first item, such that members

Appl. No. : **09/715,850**
Filed : **November 17, 2000**

of the private group are permitted to access the private information associated with the first user, and such that other users who are not members of the private group are not permitted to access the private information.

33. (New) The method of Claim 32, wherein the at least one electronic form includes, for each of the plurality of items ordered by the first user, at least (a) a field for supplying a textual comment, and (b) an area for supplying an item rating on a specified scale, and wherein resulting textual comments and item ratings supplied by the first user are made available via the web site to members of the private group.

34. (New) The method of Claim 32, wherein the private information identifies the first item as having been purchased by the first user.

35. (New) The method of Claim 32, further comprising providing the private group of users restricted access, via the web site, to a private web page that is uniquely associated with the first user, and which displays at least some of the private information.

36. (New) The method of Claim 32, further comprising notifying the first user, via a web page of the web site, of whether responses have been received to the email messages.

37. (New) The method of Claim 32, further comprising presenting to the first user a web page that lists users who are members of the private group, and which provides functionality for the first user to selectively remove a user from the private group.

38. (New) A computer-implemented method of privately sharing item review information, the method comprising:

providing a web site that hosts an electronic catalog of items and provides functionality for users to initiate transactions in which items selected from the electronic catalog are delivered to the users;

transmitting, over a computer network, for presentation to a first user of the web site, a first web form that prompts the first user to supply a rating of, and a textual comment regarding, an item represented in the electronic catalog, said web form being associated with a transaction in which the item was delivered to the first user;

receiving, over the computer network as a result of submission by the first user of the first web form, the first user's review of the item, said review including the first user's rating of, and comment regarding, the item;

storing the first user's review of the item in an electronic repository in association with the first user;

transmitting, over the computer network, for presentation to the first user, a second web form that includes a field for the first user to supply an email address of at least one other user who is authorized by the first user to access the first user's review of the item;

receiving, over the computer network, as a result of submission of the second web form by the first user, an email address of a second user who is authorized by the first user to access the first user's review of the item;

in response to receiving the email address of the second user, automatically sending an email message to the second user, said email message inviting the second user to access private information associated with the first user via the web site, and including a link for accessing the web site; and

providing restricted access via the web site to the first user's review of the item, such that the second user has access to the first user's review, and such that other users not authorized by the first user do not have access to the first user's review.

39. (New) The method of Claim 38, wherein the first web form is dependent upon, and displays a plurality of items represented within, a transaction history of the first user, and includes fields for the first user to supply reviews of each of the plurality of items.

40. (New) The method of Claim 39, wherein the first web form provides functionality for the first user to designate, on an item-by-item basis, which of the plurality of items is/are to be exposed to the second user as being included in the first user's transaction history.

41. (New) The method of Claim 38, further comprising providing the second user restricted access via the web site to at least a portion of a transaction history of the first user, as maintained by the web site.

42. (New) The method of Claim 38, further comprising providing the second user restricted access via the web site to a portion of a transaction history of the first user, said portion being specified by the first user via the web site on an item-by-item basis.

Appl. No. : **09/715,850**
Filed : **November 17, 2000**

43. (New) The method of Claim 38, wherein said restricted access is provided such that the only users who can access the first user's review of the item via the web site, other than the first user, are users specifically designated by the first user.

44. (New) The method of Claim 38, wherein the step of providing restricted access comprises providing, to a plurality of users specifically designated by the first user, access to a plurality item reviews supplied by the first user.

45. (New) The method of Claim 38, further comprising notifying the first user, via a web page of the web site, whether the second user has responded to the email message.

46. (New) The method of Claim 38, further comprising transmitting to the first user a web page that lists users who are authorized to access the private information associated with the first user, including said review, and which provides functionality for the first user to selectively discontinue such authorization on a user-by-user basis.

Appl. No. : **09/715,850**
Filed : **November 17, 2000**

SUBSTANCE OF INTERVIEW

On March 15, 2005, Applicants' representative, Ronald Schoenbaum, conducted a telephone interview with Examiner Robert Pond to discuss the outstanding rejection. The only claim discussed during the interview was a new proposed independent claim, and the only references discussed were the Amazon.com, PlanetAll, and Dephi.com references. No exhibits were discussed.

During the interview, Applicants' representative presented arguments that the subject matter of the new proposed claim is not suggested by any combination the Amazon.com, PlanetAll, and Delphi.com references. No agreement was reached.